



Iowa's Health Improvement Plan 2012-2016
2015 Revisions

Addictive Behaviors

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What Critical Needs Are Included

Alcohol and Binge Drinking
Drugs
Tobacco

Measures of Progress

3-1 A reduction in current youth alcohol use (grades 6, 8, and 11)

Target: 16%.

Baseline: 17% (2010).

Most Recent Data: 10% (2014).

Data Source: [Iowa Youth Survey](#), State of Iowa Report, p. 100.

3-2 A reduction in adult binge drinking.

Target: 21%.

Baseline: 23% (2011).

Most Recent Data: 22% (2013).

Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 58.

3-3 A reduction in over-the-counter drug abuse among 11th grade students.

Target: 4%

Baseline: 5% (2010).

Most Recent Data: 5% (2014).

Data Source: [Iowa Youth Survey](#), State of Iowa Report, p. 101.



3-4 A reduction in prescription drug abuse among 11th grade students.

Target: 6%.

Baseline: 7% (2010).

Most Recent Data: 5% (2014).

Data Source: [Iowa Youth Survey](#), State of Iowa Report, p. 101.

3-5 A reduction in current marijuana use among 11th grade students.

Target: 12%.

Baseline: 13% (2010).

Most Recent Data: 11% (2014).

Data Source: [Iowa Youth Survey](#), State of Iowa Report, p. 101.

3-6 A reduction in current cigarette smoking among 11th grade students.

Target: 15.5%.

Baseline: 17% (2010).

Most Recent Data: 10% (2014).

Data Source: [Iowa Youth Survey](#), State of Iowa Report, p. 100.

3-7 A reduction in current smoking among adults.

Target: 17%.

Baseline: 20% (2011).

Most Recent Data: 19.5% (2013).

Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 53.

3-8 An increase in the proportion of homes that have rules against smoking.

Target: 87%.

Baseline: 83% (2011).

Most Recent Data: 82% (2012).

Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 40.

What Our State Is Doing to Improve (by 2016 unless otherwise indicated)

Alcohol and Binge Drinking

Lead Organizations

- | | | |
|-------|---|----------------------------------|
| 3-1.1 | Fund 12 counties with the highest need for improvement, based on indicators for underage drinking, adult binge drinking, and a combined legal consequences rate. <i>(Revised from original 3-1.1)</i> | Iowa Department of Public Health |
| 3-1.2 | Complete a strategic plan for substance abuse prevention in rural areas. <i>(Revised from original 3-1.2)</i> | Iowa Department of Public Health |
| 3-1.3 | Create a community-based services network and support for all aspects of addictions continuum with clear linkages to services for other complex issues. | Iowa Department of Public Health |

Drugs

Lead Organizations

- | | | |
|-------|--|----------------------------------|
| 3-1.4 | Each year, disrupt and dismantle 80 drug trafficking organizations. <i>(Revised from original 3-1.5)</i> | Iowa Department of Public Safety |
| 3-1.5 | Provide four Drug-Endangered Children trainings per year to foster a collaborative response to children endangered by parental/caregiver drug abuse, distribution, manufacture, or cultivation. <i>(Revised from original 3-1.6)</i> | Office of Drug Control Policy |
| 3-1.6 | Initiate and support statewide efforts to reduce methamphetamine manufacturing. | Office of Drug Control Policy |
| 3-1.7 | Strengthen controls and increase education on synthetic drugs to reduce accessibility and use by youth. <i>(Revised from the 2013 objective 3-1.8)</i> | Office of Drug Control Policy |

Tobacco	Lead Organizations
3-1.8 Increase the number of Quitline participants from 10,516 in 2014 to 11,000 in 2015. <i>(Revised from 2014 objective 3-1.9)</i>	Iowa Department of Public Health
3-1.9 Increase from 400 to 500 the number of multi-unit housing complexes that have at least one building with a voluntary 100% smoke-free policy. <i>(Revised from 2014 objective 3-1.10)</i>	Iowa Department of Public Health
3-1.10 Develop a comprehensive strategy for youth tobacco prevention in Iowa. <i>(Revised from original 3-1.11)</i>	Tobacco Use Prevention and Control Commission
3-1.11 Support expansion of Iowa's Smokefree Air Act of 2008 to include casinos. <i>(Revised from original 3-1.12)</i>	Iowa Tobacco Prevention Alliance

Other Plans Relating to Addictive Behaviors:

[Iowa Cancer Plan](#)

[Iowa Drug Control Policy Strategy 2014](#)

[Iowa Olmstead Plan for Mental Health and Disability Services: State Plan Framework \(2011 - 2015\)](#)

[Iowa Strategic Plan: Strategic Prevention Framework State Incentive Grant](#)